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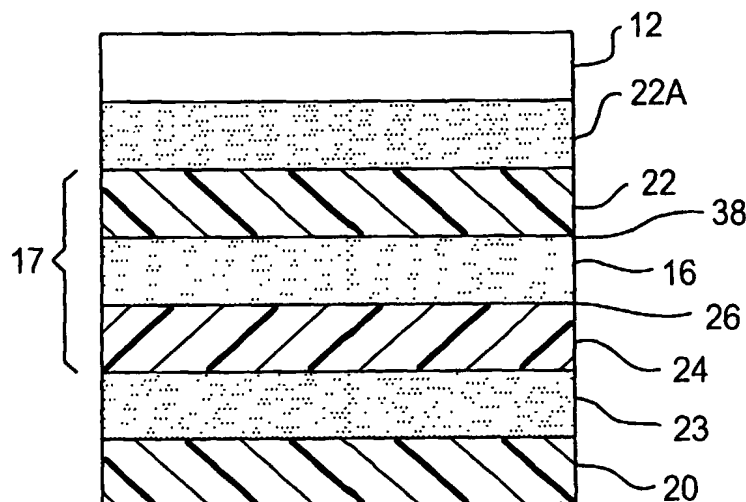
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(54) Title: REMOVABLE LABELS, COUPONS AND THE LIKE

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(57) Abstract: An article of manufacture of removable segments, labels, coupons, and the like, as for identification, rewards and inventory control, which includes a support substrate film (17) structure having one or more selectively-pattern-treated (16) laminae for adhesively, but cleanly releasably, securing the segments, coupons and labels to the support structure (17).

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